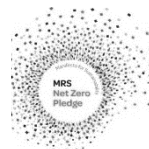


# West Mercia Police & Crime Commissioner

## Pershore Perceptions Survey 2023

Results Presentation July 2023



# Introduction & Methodology

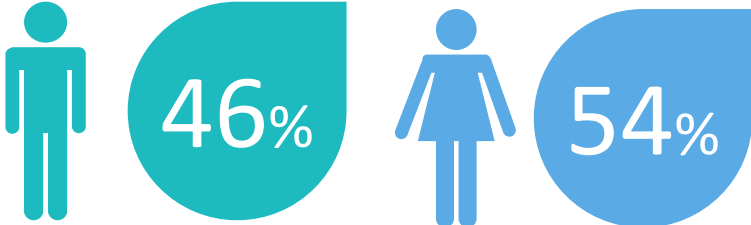
- The Police and Crime Commissioner for West Mercia seeks to better understand public confidence in policing in the town of Pershore together with perceptions of crime and experiences of engagement with West Mercia Police
- The PCC commissioned SMSR, an independent research agency, to conduct surveys with a representative sample of residents who live in and around Pershore
- The questionnaire was designed by key staff at the police and PCC and validated by staff at SMSR
- During July 2023, 400 residents across Pershore participated in the research via CATI (Computer Aided Telephone Interviewing) and CAPI (Computer Aided Personal Interviewing) methodology
- Representative quota targets were set using data from the 2021 census. Respondents were selected using random quota sampling to ensure residents across the town had an opportunity to provide their opinions
- The report contains the overall results and commentary on any trends identified by demographic data. The overall results provide a robust confidence level of 95% +/- 5



# Summary

- Almost two-fifths (37%) of Pershore residents rate the level of service that West Mercia Police provides as good or excellent
- Less than a fifth (17%) rate police visibility in Pershore as good or excellent. Around half rate it as poor or very poor (52%)
- More than two-fifths (44%) agree that West Mercia Police is working well with the local community to identify and address local crime and disorder issues
- A similar percentage (43%) agree they have confidence in West Mercia Police to resolve crime and disorder issues
- More than two thirds (68%) say that anti-social behaviour is a fairly/very big problem in Pershore. More than half (57%) say that crime is a fairly/veery big problem
- The biggest problems in Pershore are considered to be anti-social behaviour, criminal damage/vandalism, vehicle crime and domestic burglary
- A fifth (22%) say they have contacted West Mercia Police in the last 12 months. More than three quarters of those who made contact (78%) say it was easy to do so and half (57%) say the service they received was good/excellent
- Less than half are aware of what their local policing team are doing in their area (43%), almost half say it is easy to access their local team (47%)
- Less than half (45%) say it is easy to find out what work their local policing team is doing in their community, less than a tenth (9%) are familiar with members of their local policing team

# Respondent Breakdown (400)

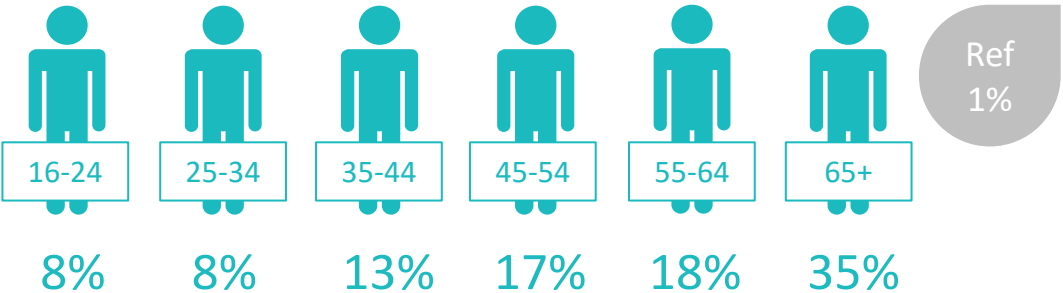


A total of 400 respondents were interviewed via CATI (Computer Aided Telephone Interviewing) and CAPI (Computer Aided Personal Interviewing) during July 2023

Quota targets were drawn up to interview a representative cross section of the town of Pershore, based on 2021 census data

Telephone respondents were chosen at random from specialist GDPR compliant databases with a small sample interviewed on-street in Pershore.

The overall figure provides a robust level of statistical confidence

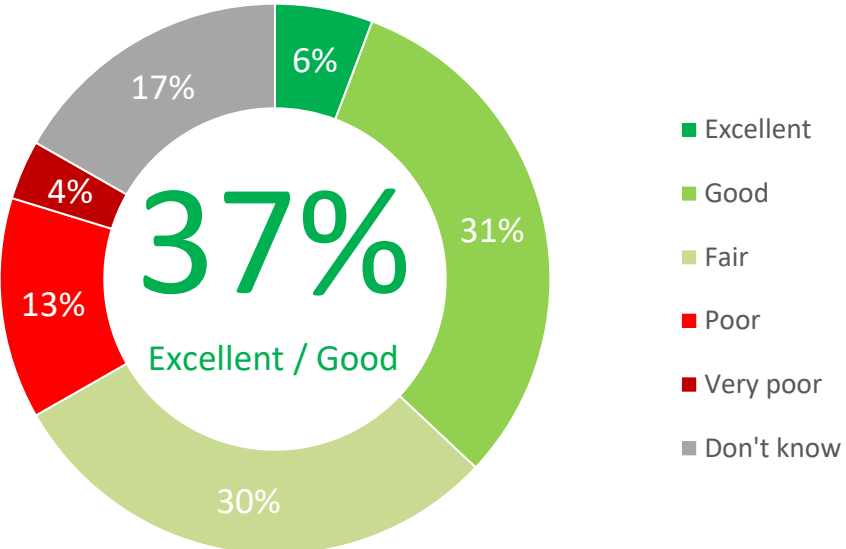


# Main Findings

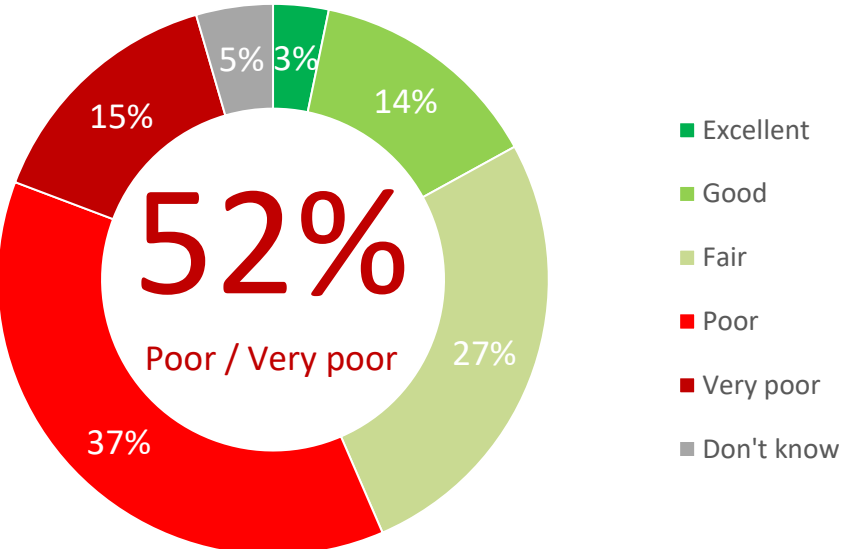


# Almost two-fifths rate the level of service WMP provide as good or excellent; half rate visibility as poor or very poor

When thinking about West Mercia Police, how would you rate the level of service they provide?



How would you rate the visibility of West Mercia Police in and around Pershore?

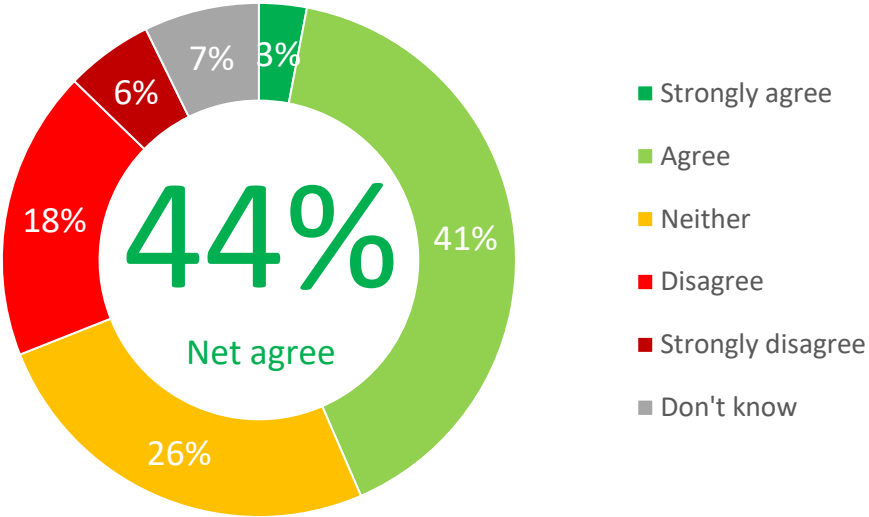


The majority of residents in Pershore rate the level of service that West Mercia Police provide as at least fair (67%). Almost two-fifths (37%) rate the service as good or excellent with less than a tenth (6%) providing a score of excellent. Less than a fifth (17%) feel the service provided is poor, overall, with 4% believing it is very poor. Although no significant demographic trends are apparent amongst responses, it was noted that respondents who were aware of what their LPT were doing in their area were more likely to rate service as good/excellent than those who did not (42% vs 34%) and less likely to provide a rating of poor/very poor (11% aware of LPT vs 20% not aware of LPT). In the year up to March 2023, results from the main perceptions survey show that 60% of respondents say West Mercia Police are doing a good/excellent job.

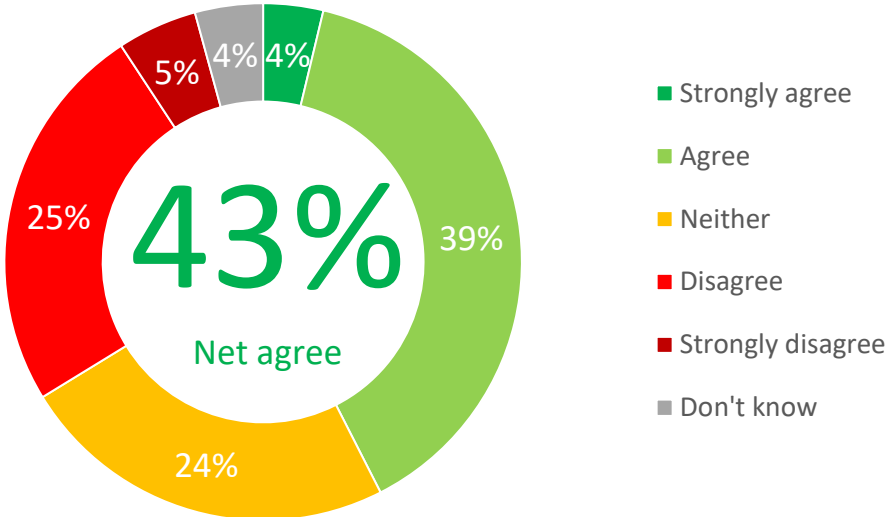
Less than half rate the visibility of West Mercia Police in and around Pershore as at least fair (44%) with less than a fifth rating this aspect as good or excellent (17%). Around half rate visibility in the town as poor or very poor (52%). To put this in context, in the year up to March 2023, 17% of respondents who participated in the West Mercia Perceptions survey said they were dissatisfied with levels of policing in their local area.

# Less than half agree they are confident in WMP resolving crime and disorder issues

I think West Mercia Police is working well with the local community to identify and address local crime and disorder issues



I have confidence in West Mercia Police to resolve crime and disorder issues

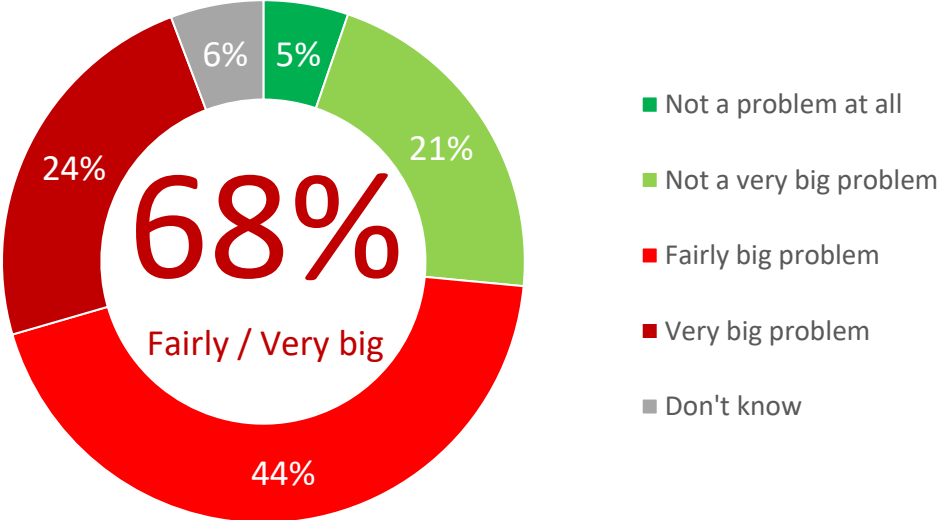


Less than half feel that West Mercia Police is working well with the local community to identify and address local issues (44%) and a quarter say they disagree this is the case (24%). Further to this, around a quarter (26%) say the neither agree nor disagree this is the case, perhaps highlighting uncertainty in this aspect of policing. Agreement increases to more than half amongst those aged 65 or over (53%) and amongst those who are aware of what their local policing team are doing (57%).

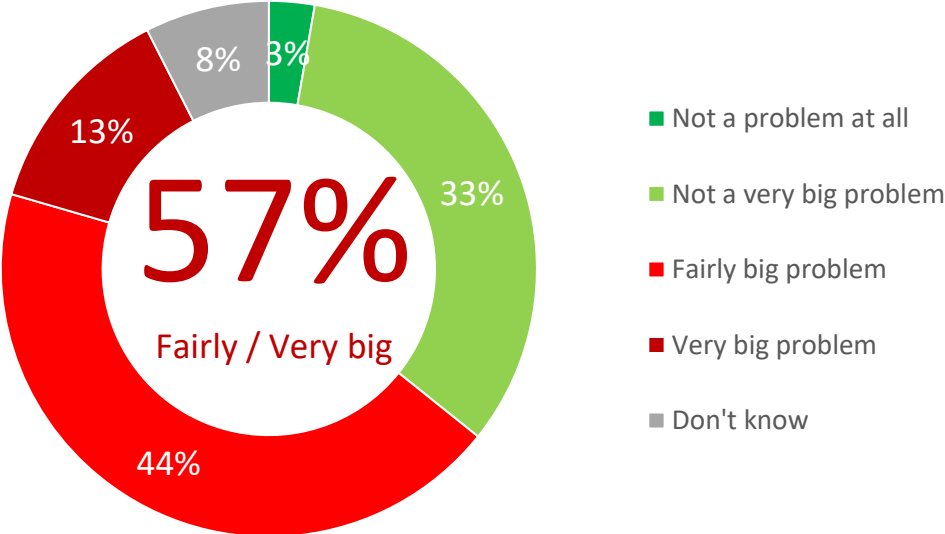
Less than half of Pershore residents agree overall they have confidence in West Mercia Police to resolve crime and disorder issues (43%). Just under a third (30%) disagree with this statement and a quarter say they neither agree nor disagree (24%). Female respondents are more likely to agree with this statement compared to males (47% vs 37%). More than two-fifths (43%) of residents who had contacted the police in the last 12 months say they disagree they have confidence in West Mercia Police, significantly higher than those who have not had contact (26%). Yearly results in the main perceptions survey up to March 2023 show that 82% say they have confidence in West Mercia Police.

# More than two-thirds say that ASB is a problem in Pershore; almost three-fifths believe crime is a problem

How much of a problem would you say anti-social behaviour is in and around Pershore?



How much of a problem would you say crime is in and around Pershore?



More than two-thirds (68%) feel that anti-social behaviour in and around Pershore is a problem; a quarter (24%) say ASB is a very big problem. Around a quarter (27%) do not perceive ASB to be a problem in the area and a small percentage do not know (6%). The percentage of residents who feel that ASB is a problem decreases with age; four-fifths of those aged 16-24 (81%) and 25-34 (81%) say ASB is a problem compared to three-fifths of those aged 55-64 (63%) and 65+ (60%).

Although slightly lower than ASB, almost three-fifths (57%) say that crime is a problem in and around Pershore, the majority of which say it is a fairly big problem (44%). A third do not feel crime is a very big problem (33%) and a very small percentage do not feel it is a problem at all (3%).

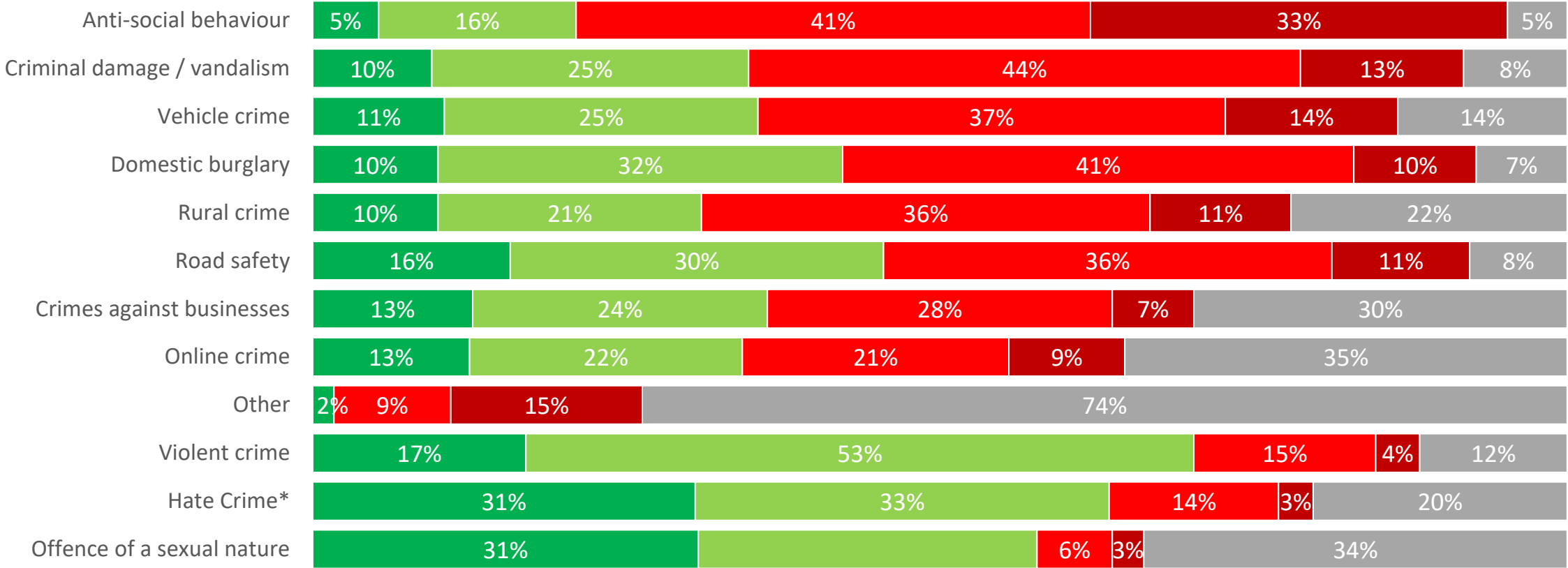
In the year up to March 2023, a fifth (20%) said that crime and ASB are a problem in their area in the Main Perceptions Survey, overall.



# Three-quarters say that ASB is a problem in and around Pershore

Which if any of the following issues would you say are currently a problem in and around Pershore?

■ Not a problem at all   ■ Not a very big problem   ■ Fairly big problem   ■ Very big problem   ■ Don't know / N/A

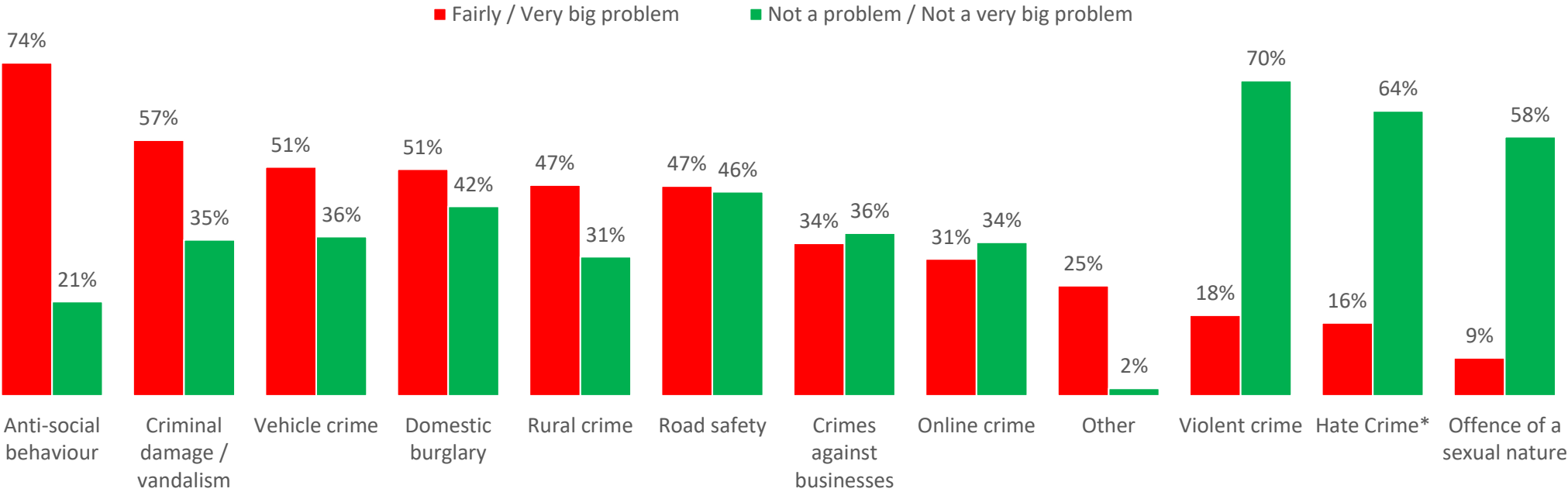


\*Crime committed against people due to their age, race, ethnicity, disability or sexuality

Residents of Pershore were asked to say from a list of issues whether they are currently a problem in and around the town. The biggest perceived issue was anti-social behaviour (74% NET problem), reinforcing earlier perceptions this is a major issue in the town. Almost a third of residents say that ASB is a very big problem (33%).

# Three-quarters say that ASB is a problem; more than half feel criminal damage, vehicle crime and burglary are a problem

Which if any of the following issues would you say are currently a problem in and around Pershore?



\*Crime committed against people due to their age, race, ethnicity, disability or sexuality

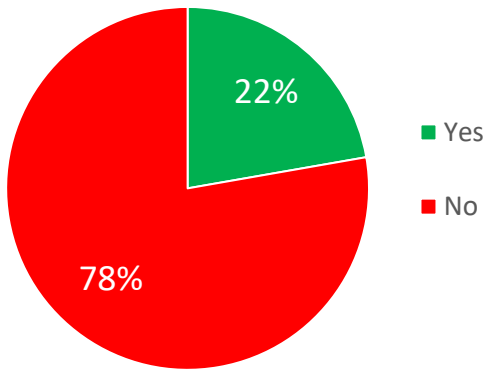
The chart shows the levels of perceived issues in order. Anti-social behaviour was found to be the biggest issues in the town with around three-quarters of residents feeling this is a fairly or very big problem (74%). Younger people aged 16-24 (88%) and 25-34 (97%) were more likely to say that ASB is a problem compared to older residents aged 55-64 and 65+ (75% and 62% respectively).

More than half of residents say that criminal damage/vandalism (57%), vehicle crime (51%) and domestic burglary are also problems within the area. Rural crime (47%) and road safety (47%) are also prominent and around a third say that crimes against business (34%) and online crime (31%) are a fairly or very big problem.

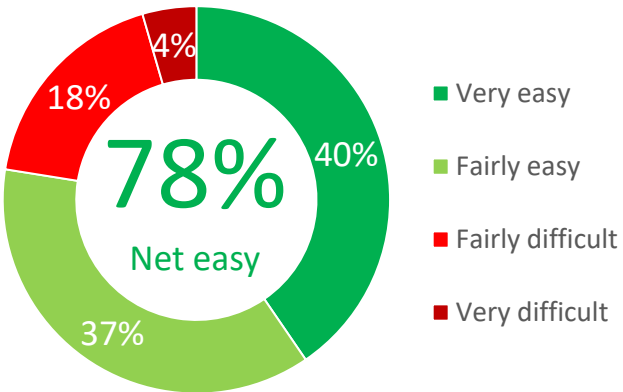
Violent crime (18%), Crime committed against people due to their age, race, ethnicity, disability or sexuality (16%) and offences of a sexual nature (9%) were less prevalent in the town.

# Around a fifth contacted WMP in the last 12 months. More than three-quarters found it easy, more than half rated the service good or excellent

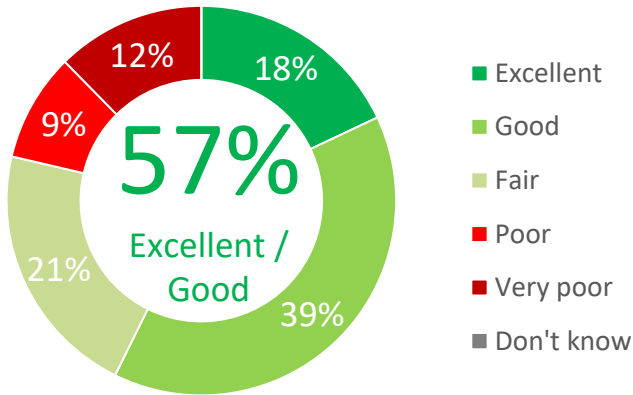
Have you had to contact West Mercia Police in the last 12 months?



How easy was it to contact West Mercia Police?



How would you rate the service you received?



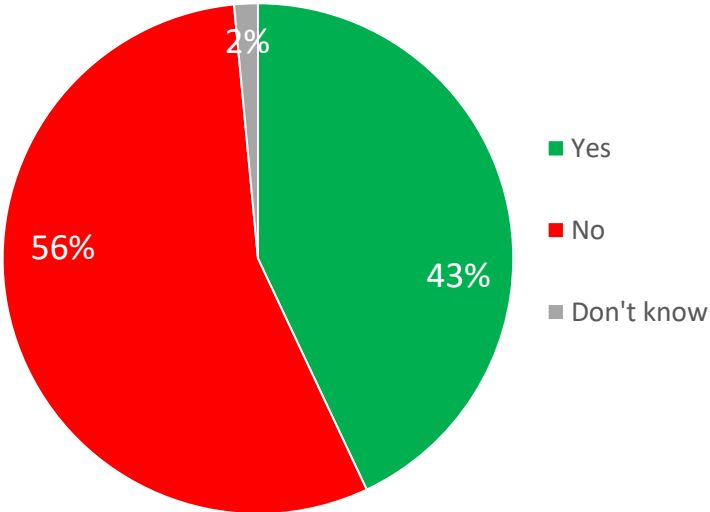
Just over a fifth say they have had to contact West Mercia Police in the last 12 months (22%) with older residents, aged 65 or over were least likely to contact the police (8%).

Of those who contacted West Mercia Police, almost four-fifths (78%) found the process easy with two-fifths stating it was very easy. Just over a fifth found it difficult to contact the police (22%) with only a very small percentage finding it very difficult (4%).

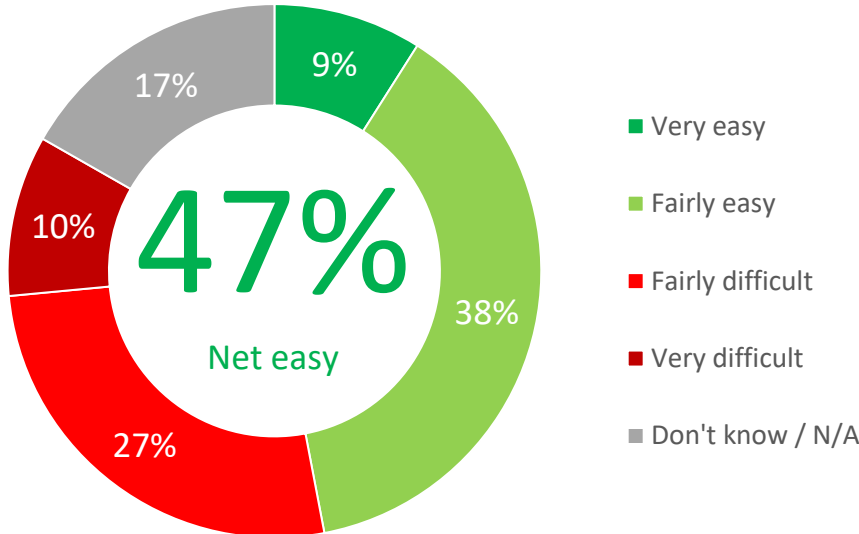
More than half of those who had contact rated the service they received as good or excellent (57%). A fifth say they received a fair service (21%) and a further fifth, poor or very poor (21%).

# Around two fifths say they are aware of their LPT are doing in the area

Are you aware of what your local policing team are doing in your area?



How easy and convenient do you feel is it to access your local policing team?



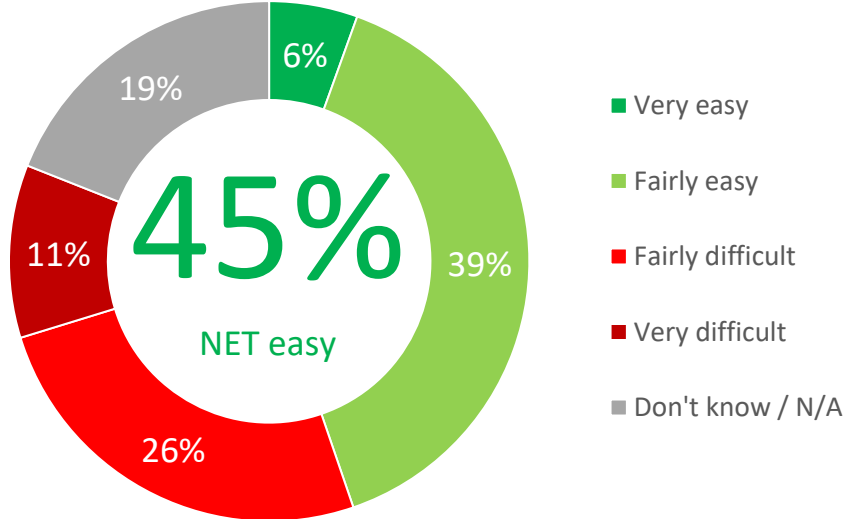
Less than half are aware of what their local policing team are doing in the area (43%). Awareness increases to around half amongst those aged 35-44 (53%) and 45-54 (50%).

Just under half feel perceive their local policing team to be easy to access (47%); around a tenth feel this is very easy (9%). Although no significant trends were found, perceived ease of access generally declines with age: 59% of those aged 16-24 feel that access is easy compared to 43% of those aged 65 or over.

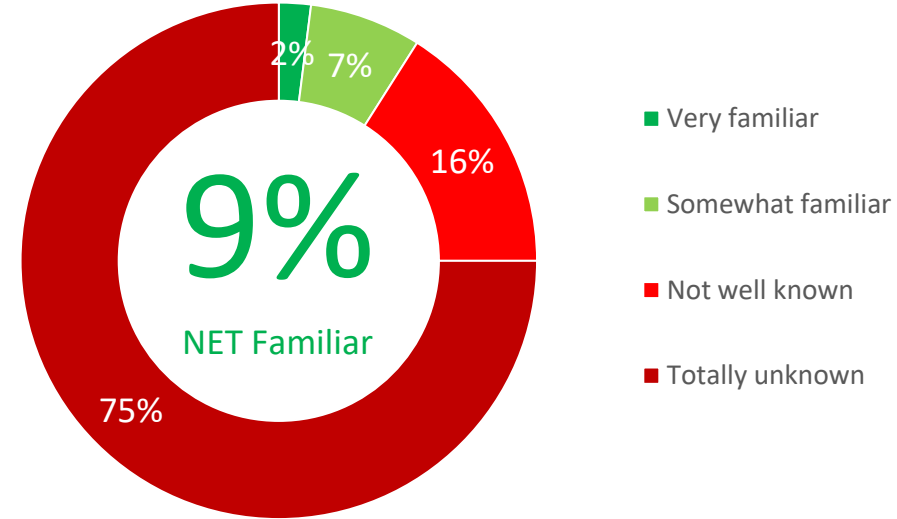
A third feel that access to their local policing team is difficult (36%) with a tenth stating this is very difficult. (10%).

# Less than half feel it is easy to find out what their LPT is doing; around a tenth familiar with LPT staff

How easy and convenient do you feel it is to find out what work your local policing team is doing in your local community?



How well do you know the members of your local policing team? These teams include Inspectors, Sergeant, PCs and PCSOs



A similar percentage feel it is easy to find out what work their local policing team is doing in the community (45%) compared to accessing the team. Four-fifths (39%) believe it is fairly easy to find out about the work of police staff and a small percentage say this is very easy (6%). More than a third feel this is a difficult process, overall (36%) and a tenth say that it is very difficult to obtain this information (11%). A fifth (19%) say they do not know.

Three-quarters of Pershore residents say that members of their local policing team are totally unknown (75%). Less than a tenth (9%) know their local policing team staff as very or somewhat familiar. Those who have had contact with West Mercia Police in the last 12 months are more likely to be familiar with LPT staff (16%) compared to 7%, no contact.

# Any other comments

Respondents were given the opportunity to provide any other comments about policing or issues in and around Pershore. Comments mainly reflected a mix of concerns and suggestions from the community. Some residents expressed concerns about the lack of police visibility on the streets, specifically in Pershore and surrounding areas, and advocate for more officers patrolling on foot to deter criminal activities and foster a safer environment. Residents also acknowledge the challenges faced by the police due to limited resources and staffing issues while appreciating efforts to engage with the community through meetings and events. However, there are other concerns about response times and a desire for a functioning police station in Pershore to tackle crime, especially drug-related offenses, and anti-social behavior. There is an appetite for stronger ties between the police and the public and hopes for more proactive measures to address crime effectively. The main themes recorded in the verbatim include:

- Lack of Police Visibility: perceived lack of police presence and that increased presence would act as a deterrent to crime and ASB
- Insufficient Resources: understanding / perception that West Mercia Police are underfunded and understaffed
- Community Engagement: appreciation of efforts made by local police to engage with residents to resolve issues
- Concerns about Crime: crime and ASB prevalent in Pershore and levels are increasing
- Desire for a Police Station: local police station may act as a deterrent and become a hub for tackling crime and ASB
- Response to Crime: lack of response to crime or slow response times when incidents occur
- Positive Feedback: comments reflecting good service from West Mercia Police

End.

